

SUBJECT: VANTAGE BUYDOWN

DATE: NOVEMBER 21, 1997

IN ADDITION TO THE "MANUFACTURER SPONSORED PROMOTION". STARTING ON NOVEMBER 24, 1997 AND ENDING ON JANUARY 04, 1998. R.J. REYNOLDS HAS TARGETED YOUR STORE FOR AN ADDITIONAL "MANUFACTURER SPONSORED PROMOTION". WHERE THE SALES ARE STRONGER THAN THE NATIONAL AVERAGE. YOU WILL NEED TO PRINT A STORE LEVEL SIGN TO IDENTIFY THE REGULAR PRICE AND THE **** IN STORE SALE **** PRICE. YOU MUST LIST THIS AS A "MANUFACTURER SPONSORED PROMOTION". THE PRODUCT INVOLVED WILL BE "VANTAGE CIGARETTES" CARTONS & SINGLE PACKS. YOU WILL NEED TO REDUCE YOUR CARTONS BY \$2.00, AND SINGLE PACKS BY \$.20 CENTS.

*****NO MARK-DOWNS WILL BE REVERSED OR COST RETAIL CREDIT WILL BE *****NO MARK-DOWNS WILL BE REVERSED OR COST RETAIL CREDIT WILL BE GIVEN FOR ANY MARK-DOWNS THAT OCCUR AFTER JANUARY 04, 1998 *****

THE START DATE IS NOVEMBER 24, 1997 AND THE END DATE IS JANUARY 04, 1998.

VANTAGE CARTON ITEM NUMBERS: 162519, 164251, 162240, 162383, 128432, 162520, 164252.

VANTAGE SINGLE PACK ITEM NUMBERS: 184640, 184724, 184385, 184598, 189423, 184647, 184731.

WE WILL SEND ANOTHER TWIX AT THE FIRST OF JANUARY TO REMIND THE STORES TO END THE R.J. REYNOLDS PROMOTIONS...

IF YOU HAVE ANY QUESTIONS PLEASE CALL MCLANE OPERATION AT (501) 273-8323.

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